



# ANALYZING THE 'GREAT RESET': A CRITICAL EXAMINATION OF INTENTIONS AND IMPLICATIONS

Samay Balanagar

Research Scholars Program, Harvard Student Agencies, In Collaboration with Learn With Leaders

## ABSTRACT

This research paper critically analyzes the 'Great Reset' initiative proposed by the World Economic Forum (WEF). This initiative is designed to guide contemporary economic agents in making sustainable and forward-looking decisions for the global landscape in the aftermath of the COVID-19 pandemic. While the initiative ostensibly aims to contribute positively to global progress, certain elements within it raise questions and skepticism, notably the assertion, "You'll own nothing and be happy." This study comprehensively examines the underlying factors shaping the Great Reset agenda and explores potential implications that could give rise to concentrated global power within a select group, potentially leading to a dystopian world scenario.

Through an examination of WEF publications, official statements from world leaders, and diverse sources, this study seeks to uncover the true intentions and consequences of the Great Reset initiative. By analyzing various perspectives and scrutinizing underlying motives, the research aims to provide a nuanced understanding of the initiative's objectives and potential ramifications. This investigation into the 'Great Reset' ultimately contributes to a broader discourse surrounding global economic and social transformations in the wake of unprecedented challenges, offering insights that shed light on the possible future trajectories of international socioeconomic systems.

**KEYWORDS:** Initiative, World Economic Forum, Suspicious, Dystopia, Concentrate, Power

## INTRODUCTION

On the 3<sup>rd</sup> of June 2020, the World Economic Forum released a video on YouTube titled 'The Great Reset'. On this very same day, Boris Johnson made statements supporting this "major global initiative" and explicitly stating that "we have no alternative". The WEF Believes that we must rebuild society in a more sustainable and green manner in order for the world to avoid and recover from pandemics such as COVID-19. This initiative aims to do so by implementing and introducing schemes such as usage of electric vehicles and the introduction of Central Bank Digital Currencies. The forum believes that these are imperative towards helping stabilise global financial markets. In addition to this, however, the world economic forum released a video on the 6th of March 2017. The video was titled "8 predictions for the world in 2030" and went on to do as stated for about a minute and a half. Prediction 1 of that video said, "You'll own nothing and be happy". These statements made by the World Economic Forum sparked public outrage and raised a lot of questions regarding their agendas - primary being what are the real intentions behind this 'Great Reset'?

## METHODOLOGY

This study adopts a secondary qualitative research approach, focusing on the collection and analysis of pre-existing videos and statements released by the World Economic Forum (WEF). Additionally, an investigation is conducted into the roles and positions held by the spokesperson and president of the World Economic Forum. The primary objective of this inquiry is to uncover the underlying motivations driving the 'Great Reset' initiative promoted by the WEF.

Through the meticulous examination of sourced materials, this research aims to shed light on the authentic incentives that propel the 'Great Reset' agenda. By delving into the status and influence of key individuals within the World Economic Forum, the study seeks to unveil a more profound and insightful understanding of the strategic intentions shaping the organization's vision.

The overarching aspiration of this study is to present a holistic comprehension of the narrative constructed by the World Economic Forum concerning the future trajectory of the global arena. By conducting an exhaustive analysis of pertinent content and scrutinizing the pivotal roles played by key figures, the research aims to contribute to a nuanced and informed interpretation of the 'Great Reset' initiative and its potential implications for the global community.

## Leader of the WEF

The World Economic Forum (WEF) assumes a pivotal role in proposing and facilitating a transformative agenda aimed at reshaping the global future. Positioned as an "international organisation for public-private cooperation," the WEF assumes responsibilities encompassing public policy, environmental stewardship, and trade governance on a global scale. In this context, the issue of leadership and its democratic underpinnings emerges as a critical consideration.

In a democratic framework, the ideal stewardship of an organization of such magnitude would entail a leadership figure democratically elected either through a process involving the general public or an international executive board. This

approach would inherently ensure that the president of the WEF is vested with the authority to act in alignment with the collective interests of those who hold the power of election. Paradoxically, this principle does not find resonance within the operations of the World Economic Forum.

Unlike entities such as the United Nations, International Monetary Fund, and the World Bank, each of which adheres to democratic mechanisms for appointing their organizational heads, the World Economic Forum follows a different trajectory. Since its inception in January 1971, the leadership of the WEF has remained unchanged, devoid of any electoral process. This distinct lack of democratic selection introduces a notable contrast to the practices embraced by its peer organizations.

It is intriguing to note, however, that despite its non-democratic leadership structure, the World Economic Forum significantly influences and implements agendas that reverberate across prominent international institutions. Entities such as the United Nations, International Monetary Fund, and World Bank actively engage with and execute agendas advocated by the WEF. This interplay underscores the substantial influence wielded by the WEF in shaping global economic and environmental narratives.

At the helm of these influential global narratives stands Klaus Schwab, the eminent founder, spokesperson, and president of the World Economic Forum. Schwab's pivotal role in shaping economic and environmental agendas, both on international platforms and within private corporations worldwide, underscores his authority. However, it is noteworthy that Schwab's ascendancy to this influential position was not propelled by a public mandate. Unlike the leadership figures of analogous organizations, Schwab was not subjected to a public election.

In conclusion, the World Economic Forum's unique leadership model, characterized by its lack of democratic election, stands in contrast to the practices of prominent international organizations. Despite this, the forum's far-reaching influence on global agendas, as evidenced by its impact on entities such as the United Nations and the International Monetary Fund, underscores the potency of its leadership. The role of Klaus Schwab as an influential figure, wielding authority over significant economic and environmental narratives, further accentuates the complex interplay between leadership, influence, and democratic processes within the context of the World Economic Forum.

## "You'll own Nothing and be Happy"

The statement "You'll own Nothing and be Happy" has sparked significant suspicion surrounding the World Economic Forum's agenda. The origins of this agenda can be traced back to a Forbes article authored by Ida Auken, a Danish member of parliament and contributor to the World Economic Forum. Published on November 10, 2016, the article titled 'Welcome to 2030' begins with the assertion, "I don't own anything. I don't own a house. I don't own any appliances or clothes. It might seem odd to you, but it makes perfect sense for us." The sentiment expressed suggests a paradigm shift where asset ownership is replaced

by a culture of renting, even indicating that the act of shopping has become a distant memory. This theme was further reinforced approximately five months later when the World Economic Forum released a video aligning with the same narrative, as previously discussed in the paper's introduction.

Delving into an analysis of this provocative statement unveils deeper layers of concern. The implication arises that if the general populace refrains from ownership, the vacuum left may inevitably be filled by a select few who become proprietors of everything. Such a scenario introduces the potential for an overarching influence where the act of renting grants significant control to these proprietors, enabling them to dictate terms and conditions to the wider public.

On the contrary, an alternative interpretation of the statement could suggest that those who hold ownership of everything may not necessarily be content. This raises questions about the underlying motivations behind such an agenda. It becomes less plausible to view it through an altruistic lens aimed at sparing individuals the burdens of ownership in favor of a simpler, possession-free existence. Instead, a more nuanced perspective emerges, potentially suggesting an agenda driven by motives along the lines of "You will own nothing and be happy, so we will own everything and be even happier." In its most extreme iteration, this narrative could be perceived as an assertion of control, encapsulated in the idea of "We will own you."

In conclusion, the enigmatic statement "You'll own Nothing and be Happy" reverberates with complex implications that warrant critical examination. Emerging from the articulations of a prominent member of the World Economic Forum and subsequently embraced by the organization itself, this statement lays the groundwork for a profound transformation in societal norms and perceptions regarding ownership. The multifaceted analysis of this sentence underscores the need for a thorough understanding of the motivations and potential consequences associated with the World Economic Forum's agenda, shedding light on the intricate interplay between public sentiment, ownership, and control within the realm of global economics.

#### Possible corollaries of the Great Reset

If the Great Reset initiative is successfully executed by the World Economic Forum, the level of control they could exert over the general public would be substantial. Central Bank Digital Currencies (CBDCs) could potentially grant governments an unprecedented ability to monitor and manipulate financial transactions. This encompassing control would extend to tracking inflows and outflows of currency, affording governments the power to regulate spending habits, account balances, and even dictate the permissible locations for financial transactions. If an individual attempts to conduct a transaction in a manner disapproved by the government, the transaction could be blocked altogether. Consequently, efforts to accumulate savings could be overshadowed by the imposition of negative interest rates and inflationary pressures, effectively ensnaring the public in a perpetual cycle of financial uncertainty.

Another avenue through which control could be consolidated pertains to the energy supply for transportation. While governments currently lack the means to remotely manage citizens' mobility when conventional combustion engines power vehicles, the advent of universally adopted electric-powered vehicles could alter this dynamic. Once electric vehicles become the norm, authorities could potentially determine who is authorized to travel and when, effectively wielding the ability to restrict personal mobility at their discretion.

An exemplification of the growing surveillance of expenditure and environmental impact is observed in the proactive measures already taken by entities like MasterCard. The company has implemented technology capable of quantifying an individual's carbon footprint based on their spending patterns, underscoring the potential trajectory of comprehensive financial and ecological oversight.

However, certain aspects remain enigmatic due to a scarcity of information and empirical evidence. For instance, the transition from private ownership of assets and consumer goods to a state of possessing nothing remains a significant and unanswered question.

These potential consequences merely offer a glimpse into the multifaceted ramifications that could unfold if the Great Reset initiative attains its objectives. The implications underscore the profound implications this initiative could have on individuals, society, and the broader public, urging a vigilant consideration of the broader implications it could wield.

#### CONCLUSION

The renowned assertion by John Dolberg, "Power corrupts, and absolute power corrupts absolutely," echoes the sentiments that pervade discussions surrounding the World Economic Forum (WEF). In the author's perspective, the WEF assumes the role of a lobbying organization, seemingly driven by the personal interests of its members. This characterization is veiled by a facade that portrays the organization as championing public interests, leveraging prevailing global issues to advance its own agenda.

The critical examinations presented in this study stem from a meticulous scrutiny

of the WEF's narrative, notably encapsulated in the enigmatic phrase "You'll own nothing and be happy." By dissecting statements made by the WEF's constituents, this research endeavors to unveil the underlying motives that propel the promotion of the 'Great Reset.' Through this analysis, the study posits that the ultimate objective of the World Economic Forum is to establish a comprehensive financial dominion over the general populace, thereby securing monopolistic authority over individuals across the globe.

In conclusion, this research underscores the potential implications of the WEF's endeavors, contextualizing them within a broader framework of power dynamics. The findings shed light on the delicate balance between purported altruism and vested interests that characterize the WEF's initiatives. As a stepping stone for future inquiries, subsequent research could delve deeper into the intricacies of the WEF's influence on policy decisions, further exploring the mechanisms through which such initiatives could potentially be actualized. Nonetheless, it is crucial to acknowledge that this study possesses inherent limitations, such as the partial accessibility of information and the intricacies of discerning motivations within complex organizational agendas.

#### REFERENCES

1. "the World Economic Forum released a video on YouTube titled 'The Great Reset'" (2020, June) Retrieved from: <https://www.youtube.com/watch?v=8rAiTDQ-NVY>
2. "His Royal Highness (at the time) Boris Johnson made statements supporting this "major global initiative"" (2020, June) Retrieved from: <https://www.weforum.org/videos/great-reset-hrh-prince-of-wales-we-have-no-alternative>
3. "world economic forum released a video on the 6th of March 2017" (2017, March) Retrieved from: <https://www.youtube.com/watch?v=ZzdCTyMWQB8>
4. "Klaus Schwab, the founder, spokesperson, and president of the World Economic forum" (n.d.) Retrieved from: <https://www.britannica.com/contributor/Klaus-Schwab/12354682>
5. "Forbes article written by Danish member of parliament Ida Auken who served as a contributor for the world economic forum" (2016, November) Retrieved from: <https://www.forbes.com/sites/worldeconomicforum/2016/11/10/shopping-i-cant-really-remember-what-that-is-or-how-differently-well-live-in-2030>
6. "Central Bank Digital Currencies would provide governments with the ability to track and control all the currency users' inflows and outflows" (2023, April) Retrieved from: <https://cointelegraph.com/news/desantis-is-right-cbdc-will-lead-to-absolute-government-control>
7. "MasterCard has already implemented technology that calculates your exact carbon footprint depending on how much money you spend and where you spend it" (2021, April) Retrieved from: <https://www.mastercard.com/news/press/2021/april/mastercard-unveils-new-carbon-calculator-tool/>